

**Virginia Comprehensive Assistance Network [VA CAN] Meeting
March 4, 2003**

Draft Meeting Notes:

Attendance:

Richard Rasmussen - DEQ, Chuck McCarty - DEQ, Dana Bayless - DCR, Mark Heede - DBA, Jim McKean - DBA, Adam Ebbin - DOLI, **Ethel Walker - DRS**, Bill Scruggs - VDACS, **Eric Olson - DPOR**, Tracy Garland, Radford Univ., Willie Miles – DMBE, **Linda Hawkins and Mary Beth Hawn – IRS**, **Mike Scione – ATLFA (Assistive Technology Loan Fund Authority)**, and **Andy Feagans – DMAS**.

Note: **Bold** indicates First time attendee.

1. Opening/Introductions

Round the table introductions and descriptions of programs represented.

2. May 13th Event

Richard gave a status report on the finances for the event. Presently, the funding is about \$200 to \$300 short of the needed \$3500 goal. We have had a couple of changes since the last update. If you will recall I asked those that had put their contribution on restriction, so to speak, to consider removing the restriction. I am happy to report that the anonymous contributor of \$500 has released the restriction and it is Scott Crafton, Director, Chesapeake Bay Local Assistance Department!! We have also received a pledge from Sharon Baxter, DEQ Pollution Prevention Program in the amount of \$500!! Thank you both very much. In addition there are a couple of programs that think they may be able to provide some sponsorship to help us close the gap.

Tracy reviewed the proposed pilot project and then reported on the status of the event.

- a. A grants account will be set up to hold the sponsorship contributions.
- b. Registration of attendees and exhibitors will be through both paper forms and on-line.
- c. Marketing of the event will include a brochure with one mailing, press releases, and possible radio spots and/or public service announcements (PSA's). Radford will handle most of the marketing. B Chamber newsletters should be able to carry two notices about the meeting.
- d. Discussion of a luncheon speakers for the event. Looking for a speaker that will draw large attendance.
- e. Brochure-Radford conference services will develop -our input keep it simple, show sponsors if possible, will need black & white camera ready along with color version. Logo Development - Richard will get with Louellen to check on pizazz progress. Upon finalization of the brochure, it will be mailed/distributed for mailing to about 3000 businesses in the New River Valley. Radford [Tracy] would like any mailing list of 100 additional addressees from each member to be sent by email in Access or Excel by March 15th. She will send Richard a template to be forwarded to the group. **NOTE: I will send it out early next week.** A couple of members have volunteered to mail brochures in limited numbers.
- f. DBA - Business Appreciation Week. Tracy is working with David Shanks SBDC Regional Director to insure that all local chambers and Econ. Dev. Groups will not have a conflict with our event. Only two left to contact. **(update all have been contacted-there are no conflicts)** Tracy will call DBA to see if they will now list

our event as a Business Appreciation Week Event for the New River Valley Area and provide some marketing assistance.

- g. Sponsorship registration - sponsorship and registration forms should be available early next week - - Monday or Tuesday.

VA CAN members that want to exhibit are requested to register their intentions with Tracy with a cc to Richard. Also, the members are requested to contact other groups that might want to exhibit.

There was discussion of potential development of a VA CAN web-site. This would serve as a place to register for the conference and also a place to identify the VA CAN members and hot-link to their Internet sites. This is likely, Tracy volunteered to look into this.

3. Show and Tell

Show and Tell will be a now be an agenda item for each meeting. Hopefully we will get volunteers to show and tell the resources used in their programs, answers to difficult questions or problems; ideas and resources others can use.

Richard provide the inaugural Show and Tell with a discussion of various USEPA materials that the Small Business Assistance Program uses to help make its assistance to small businesses easier.

4. Need Additional Information for VA CAN Booklet

The group discussed various ideas. It was suggested that Chuck develop a sample directory of DEQ. This could then be sent to everyone so that they can adapt the sample to their program. There was also discussion of others possible items to add to the booklet, i.e. table of contents, index by topic, contact information both in text and as part of the index (similar to phone book blue pages), business category breakout (construction, agriculture, medical, professional, manufacturing) to highlight relevant programs, and some sizzle to the appearance. Sample attached.

5. Other

There was discussion of the development of a list serve to share information among VA CAN members. Tracy and Richard volunteered to explore how this could be done. There was also discussion of holding conference calls to discuss topics between scheduled meetings.

**Our NEXT MEETING - June 10, 2003, DEQ Piedmont Regional Office
10AM to 12:00 PM. Please RSVP by May 29, 2003.**

**We will change the schedule because our May meeting will actually be the
Pilot Event at Radford.**

**Last minute event detail will be handled in late April by either a conference
call or messaging on the VA CAN LISTSERV.**